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**Robert Jenson—
The Jenson Group at RE/MAX CENTRAL**
**From Selling Bubble Gum to Luxury Real
Estate, the Fundamentals Never Change**
by: Doug Shields

Robert Jenson

Here's a standardized test question you'll never see on the SAT: A middle-schooler buys a dollar's worth of chewing gum. He sells the gum to his friends for a profit of \$2.50. What is the probability that he will grow up to be a successful Real Estate professional?

In Robert Jenson's case, the answer is 100 percent. As the founder, owner and principal agent of The Jenson Group at RE/MAX CENTRAL, a premier Las Vegas Real Estate agency specializing in high-end estate homes, high-rise condominiums, and lots for custom homes, Robert is a mover and shaker at the forefront of transacting Las Vegas' most pricey and elegant properties. Indeed, he is among the region's most valuable assets in the luxury Real Estate sector.

Founded in 2003, The Jenson Group is a premier source for luxury Las Vegas Real Estate. A recipient of RE/MAX's coveted "Hall of Fame" award, Robert has consistently led his team to achieve the top 1 percent for sales in the Las Vegas Valley.

The Jenson Group has earned this success by wholeheartedly dedicating itself to every client account, with each client receiving personalized, one-on-one attention and a comprehensive, custom-tailored strategic action plan. The attention to detail and marketing strategy, coupled with the team's exemplary negotiating skills, has earned The Jenson Group the reputation of consistently closing homes very quickly, often within one month of listing.

It takes a guru to dominate in a tumultuous market, and Robert has done just that. In September of 2008 alone, Robert's team successfully closed escrow on three luxury homes for a total of nearly \$3.2 million. Two of the homes are located in The Ridges of Summerlin, and the third is in Willow Creek. A



fourth luxury home, a \$3.7 million residence in The Ridges of Summerlin, sold back in June. Another in the pipeline—listed at \$998,000 in Ritz Cove at Desert Shores—is on track to close within 35 days of its listing.

Like any good leader, Robert shows pride in his team's success. "While the economy continues to be a concern for many agents in the industry, as evidenced by the 7 percent decline in active Real Estate agents and bro-

kers licensed in Clark County over the past year, our firm's highly strategic, aggressive and innovative marketing methods have sustained our ability to successfully—and profitably—transact property amid the chaos," says Robert.

One of Robert's strengths is his ability to add unique touches to enhance a client's experience. For instance, he recently teamed up with Striker VIP, Inc. to bundle in-home concierge service with any property that closes for more



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than \$1 million. The service includes, but is not limited to, "impossible to get" restaurant reservations, front row show and event ticket procurement, luxury and exotic transportation arrangements, spa reservations, tee times and red carpet "no wait" nightclub and lounge access.

Moreover, Robert and Striker VIP will also offer buyers the option of touring residential Real Estate in style. Buyers can tour homes via helicopter or privately chauffeured limousine. Available options include private jet service into and out of McCarran airport, high-end rental cars, and deluxe hotel packages.

Although Robert specializes in high-end properties, a division of The Jenson Group also works with moderately priced homes. The Jenson Group recently sold three such properties, all within 35 days of listing.

Of all the skills involved in Real Estate, communication is one of Robert's most refined. His days of selling gum in middle school, then profitably offloading his stash of fireworks in high school, and finally his successful career in Real Estate has taught Robert the importance of presenting clear, concise information.

Robert's expertise in luxury homes has made him a go-to person for the national media. He's been featured on numerous national broadcast television outlets, including MSNBC and Bravo. He has also provided content and commentary to other leading media outlets including *The Wall Street Journal*, Forbes.com, BusinessWeek.com, the *Las Vegas Review-Journal*, *Real Estate Executive* magazine, *Growing Wealth* magazine, and the *Los Angeles Times*, among others. In addition, Robert currently pens a recurring monthly Real Estate advice column for the *Las Vegas Business Press*.

In September of 2008, Robert added a new page to his communication resume. He now posts high-definition video home tours as podcasts. The podcasts can be downloaded and viewed using Apple iPods and iPhones, among other portable QuickTime-compatible devices. The podcasts can also be viewed from the company's own Web site at www.TheJensonGroup.com. Users can view the home tours singularly, access them on demand, or subscribe

to the free "podcast push" service and receive the downloads automatically.

In one of his podcasts, Robert takes a prospective buyer on a virtual stroll through a six-bedroom mansion, ending up next to an outdoor fireplace under the backdrop of a mountain view. The music and elegant voice add to the uniqueness of the tour.

Over a dozen luxury homes are shown in his podcasts, and more are on the way. Potential buyers and fellow Real Estate professionals can sub-



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scribe to an RSS feed, or a service that alerts the subscriber when a home has been listed.

In addition to podcasting, Robert's presence on the Web includes an informational blog. He posts articles that keep his customers and fellow professionals up to date on issues relating to Real Estate.

In order to keep a broad readership, Robert makes the scope of his blog as broad as possible. According to one of his blog entries, "The content I post is not just applicable and of interest to those in Las Vegas where I operate, but also to any Real

Estate consumer—and practitioner (peer)—nationwide."

Robert began his professional blog in 2007. Because more and more people join the Internet community every year, he believes that a social media presence on the Web is critical for success in the New Real Estate. He says, "The Web is where it's at."

Excelling in Real Estate has allowed Robert the time to pursue his passion of sport climbing, and he even published a book on the subject. Using nothing but his muscles, he pulls his body up vertical walls and sometimes across overhangs. The walls, which he likens



to adult jungle gyms, are designed for gymnastic-style exercise. He also enjoys biking, golfing, dining, and traveling around the globe. By keeping his body healthy, Robert allows his mind to concentrate on what he does best: communicating and selling homes.

Robert holds a Bachelor of Arts degree from Whittier College in California. He is a member of NAR, NVAR, and GLVAR.

To download Robert's podcasts, please visit itpc://movies.ehometours.com/jensonRSS/Podcast/rss.xml

To read Robert's blog, visit <http://thejensongroup.blogspot.com>

Photography: Elisabeth Libby

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